



Department of Communications
(714) 773-3517

COMM 233 syllabus: "Mass Communications in Modern Society"
9-10 a.m., Monday & Wednesday, Fall, 1989

Teacher: Robert S. Kahan, Ph.D.

Office: H307

Hours: 10-11, Monday & Wednesday; 6-7 p.m. Thursday; by appt.

Phone: (714) 773-3154

Course description

This is a basic survey of mass communications. It is meant to be a foundation for the major. The course is also designed to provide a fundamental understanding of one of the most powerful and pervasive forces in modern society.

Course format

This is primarily a "lecture" course, but discussion and questions are always welcome. Assigned readings should be completed before their subject matter is taken up in class. You are responsible for all assignments whether or not you were in class when they were made. If any matter is unclear to you, request clarification. Feel free to discuss any course subject with the teacher. If you cannot meet with him during his office hours, ask for an appointment at some mutually convenient time.

Text and readings

The required text is Understanding Mass Communication by Melvin L. DeFleur and Everett E. Dennis (third edition, New York, Houghton Mifflin, 1988).

Other readings will be assigned during the semester. These will be placed on two-hour reserve in the Reserve Reading Room on the third floor of the CSUF Library. Other readings will be suggested for those wishing to pursue special subjects in depth.

Exams

There will be three exams in the course, given at approximately one-third intervals during the semester. Each exam will emphasize the materials covered since the previous exam. In other words, your second exam will emphasize subjects covered after the first exam. Your third exam (the final) will emphasize subjects covered after the second exam. You will be expected to have mastery of all course content in the cumulative sense, but you will not be tested on "older" material in a detailed manner.

You will be reminded of the specific date for each exam well in advance of that test. Because of the large size of our class, exams will be "objective" in nature (for example, questions will be "multiple-choice" and "true/false").

(over)

Exams (Continued)

The schedule of exam dates, as well as those text chapters each exam will emphasize, is as follows:

Exam #1: Chapters 1-4: October 4

Exam #2: Chapters 5-10: November 13

Exam #3 (final exam): Chapter 11-17: December 15

A "dry run" exam will be given September 27. It is designed to familiarize you with the style and substance of the three exams that will be given in the course. This dry run will not be collected or graded, but the teacher will discuss "model" answers and respond to any questions you may have about test-taking.

It will be difficult to do well in the course if your attendance is poor, especially since each exam will have a mix of questions taken not only from the text, but also from the lectures and readings. Be sure to obtain lecture notes from a classmate should you be absent, since you will be responsible for all lecture material whether or not you were in class to hear it.

Feel free to request the teacher's assistance in preparing for exams. It will also be a good idea to attend the "Strategy" sessions, the weekly study-assistance classes that will be taught by Leigh Bass and coordinated with the material being covered in our class. Details about these strategy sessions will be provided to you during the first week of the semester.

Grading

Each exam will be graded on a 100-point scale. The letter grade that you will be given for the points you score on each exam will be assigned as follows:

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 0-59

Your course grade will be calculated by adding up the total of points you earn on all three exams, dividing by 3 to obtain an average point score, and finding the letter grade equivalent using the same method cited in the last paragraph.

No make-up exams are scheduled. If you miss an exam without an excuse satisfactory to the teacher, you will receive 0 (zero) points and a letter grade of F for that exam. Make-ups will be given only in extraordinary circumstances at the discretion of the teacher. These must be requested well in advance of any exam and be documented as requested by the teacher. Make-ups will be "essay" exams.

Course outline

The course will follow closely the organization of the text: (1) "The Nature of Mass Communication"; (2) "Communication Industries"; (3) "Media Support Systems"; (4) "Impact and Consequences of Mass Communication." Most lectures and readings will supplement, rather than repeat, the text information.



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This is just the sort of test we prepared for in our "Dry Run" and "Strategy" sessions. There are 25 questions, a combination of "multiple-choice" and "true-false." Each question is equal in weight and counts 4 points. A perfect score is 100. There are no trick questions or any different in style from what you have seen. Answer every question. Double-check your answers. Good luck!

* * * * *

1. "The medium is the message" refers to
 - a. a statement made by Marshall McLuhan.
 - b. the different influence of each medium upon audiences.
 - c. the argument that a medium, as well as its contents, communicates information to its audience.
 - ☒ d. all of the above.
 - e. none of the above.
2. Which adjective best describes William Randolph Hearst?
 - a. intellectual.
 - b. cautious.
 - c. shy.
 - d. elitist.
 - ☒ e. ambitious.
3. In the federal anti-drug campaigns Dr. Kahan participated in
 - ☒ a. traditional media failed to reach young people.
 - b. sports and rock stars were most trusted by youth.
 - ☒ c. "Just Say No" tactics were considered ineffective.
 - ☒ d. a & c.
 - e. b & c.
4. The "Penny Press" and "Yellow Journalism" were alike because
 - a. each aimed at a broad, not elite, readership.
 - b. each attracted a large number of readers in its time.
 - c. each was often sensational.
 - ☒ d. all of the above.
 - e. none of the above.
5. ☒ True or false?: Newspaper circulation nationally has risen steadily for most of the 20th century, but the number of daily newspapers has remained about the same during this time.
6. Television, radio and photography are alike in that all are
 - a. products of American ingenuity.
 - b. too costly for frequent use.
 - c. ideal for reaching large audiences.
 - ☒ d. media not fully understood when introduced.
 - e. media that did not exist in the 19th century.
7. "Muckrakers" were mainly

<ol style="list-style-type: none"> <input checked="" type="radio"/> a. reformers. b. most active in the 1930s. c. sensational journalists. 	<ol style="list-style-type: none"> d. all of the above. <input checked="" type="radio"/> e. none of the above.
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8. In order for communication to take place

- ☒ a. both senders and receivers must give approximately the same meaning to message symbols.
- b. feedback must occur.
- c. senders and receivers need to be in close physical proximity to each other and to the medium.
- d. audiences must be large.
- e. audiences must be diverse.

9. Phonograms

- a. probably began with Sumerian cuneiforms.
- b. are symbols of sounds.
- c. are more sophisticated than hieroglyphs.
- ☒ d. all of the above.
- e. none of the above.

10. ☒ True of false?: The Los Angeles Times is an example of an "information company."

11. Johann Gutenberg's invention

- a. spread quickly throughout Europe.
- b. symbolizes the "change point" from scribal to print media as the dominant form of communication.
- c. illustrates the power of individuals to the development of communications.
- ☒ d. all of the above.
- e. none of the above.

12. "Whose bread I eat, his song I sing," refers to

- a. libel.
- b. the coverage of health and nutrition by media.
- c. the power of the cable industry.
- ☒ d. the influence of advertising upon media content.
- e. b & c.

13. What percentage of the space in an average daily newspaper consists of advertisements?

- a. 15%.
- b. 25%.
- c. 35%.
- d. 45%.
- ☒ e. none of the above.

14. ☒ True or ☒ false?: The "Fairness Doctrine" refers to balanced coverage of issues in broadcast and print media.

15. "Access" to ownership of mass media today is difficult because of

- a. government controls.
- ☒ b. high costs.
- c. lack of proper education.
- d. competition.
- e. none of the above.

16. To get relief from "cognitive dissonance," audiences may

- a. alter a message to conform to already held beliefs.
- b. change the message sender to find an acceptable authority with a high level of credibility.
- c. stop paying attention to the message.
- ☒ d. b & c.
- ☒ e. all of the above.

17. In the early 1950s, when TV was new, the motion picture industry
- a. refused to let its actors appear on TV.
 - b. refused to rent its studios for TV productions.
 - ☒ c. suffered a serious decline in attendance at movie theaters.
 - d. all of the above.
 - e. a & b.
18. Some magazines dropped subscribers in the 1950s because
- a. postage costs had become prohibitively expensive.
 - ☒ b. certain subscribers did not fit the profile of the specialized readership the periodical was trying to create to compete with TV as an advertising medium.
 - c. these readers were also buying competing magazines.
 - d. all of the above.
 - e. none of the above.
19. ☒ True or false?: According to some communication researchers, many readers believe that "reality" is "linear sequential" because of the linear sequential nature of print.
20. Geosynchronous satellites
- a. were suggested by science-fiction writer Arthur Clarke.
 - b. are very expensive to launch and to use.
 - c. make communications on a global scale possible.
 - ☒ d. all of the above.
 - e. b & c.
21. Libel relates mostly to
- a. objective journalism.
 - ☒ b. damage to reputation.
 - c. plagiarism.
 - d. all of the above.
 - e. none of the above.
22. Our text argues that media coverage of the Dr. Sam Sheppard's trial for murder was an example of
- ☒ a. trial by media.
 - b. pornography.
 - c. libel.
 - d. national security.
 - e. confidentiality.
23. Magazines in recent times have shown an important trend toward
- a. large formats.
 - b. new graphics.
 - c. minority ownership.
 - d. color.
 - ☒ e. specialization.
24. Which of the following would serve as an example (or examples) of a "niche" within a "target" audience?
- a. skiers.
 - b. Pacific Northwest hikers.
 - c. married women.
 - d. a & b.
 - ☒ e. b & c.
25. True or false?: The first step in putting together an advertisement is to select the "creative idea" that will attract potential buyers of the product being sold.



Back
Baker

"Dry Run" -- Comm 233 -- 9/27/89

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1. Volney Palmer

- a. "invented" the advertising agency.
- b. is an example of creative individuals have contributed to the development of communications.
- c. wrote the first advertisement to appear in an American newspaper.
- d. b & c.
- e. a & b.

2. The "Bullet Theory" and the "Hypodermic Theory" of the communication process

- a. explain the interaction between message senders and receivers.
- b. fail to account for feedback.
- c. are popular, but only the "Bullet theory" is correct.
- d. are popular, but only the "Hypodermic Theory" is correct.
- e. none of the above.

3. According to our text's discussion of the beginnings of writing, "pictographs" are "ideograms."

True False

4. Our text argues that "Radio Marti"

- a. is used by Cuba to influence American public opinion.
- b. is too anti-American to be believed.
- c. is controversial because of its propaganda content.
- d. all of the above.
- e. b & c.

5. "Vertical integration" at one time characterized the economic structure of

- a. all 19th century mass media.
- b. newspapers and magazines.
- c. radio and recording.
- d. the film industry.
- e. television.

6. An example of individuals responding to a message differently in a group (rather than alone) would be

- a. spectators at a ball game.
- b. worshippers in church.
- c. rioters.
- d. all of the above.
- e. none of the above.

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7. Our text says that "concentration of ownership" is

- a. a trend evident among all media now existing.
- b. a problem in the newspaper industry, but not broadcasting.
- c. generally supported by government regulation and the courts.
- d. all of the above.
- e. none of the above.

8. "Cognitive dissonance" refers to difficulties an audience may have in accepting a message.

True False

9. You could say that movable type was a factor in the rise of Protestant religions because

- a. the first books printed (using movable type) were anti-Catholic.
- b. Protestants controlled the early printing trade.
- c. only Protestants had access to this new technology in the 16th century cities of Europe.
- d. all of the above.
- e. none of the above.

10. In citing "distinct stages that make up the communication process," our text includes these factors:

- a. messages formulated by professional communicators.
- b. large and diverse audiences.
- c. easily comprehended messages.
- d. a & b.
- e. b & c.

11. "Memory traces" are important to

- a. senders creating messages.
- b. receivers trying to understand messages in mass media.
- c. all of us, since they are "indelibly imprinted" in our minds.
- d. b & c.
- e. all of the above.

12. "Visual lag" (also called "visual persistence") refers to

- a. problems in interpreting pictures.
- b. difficulties in transmitting photographs by wire.
- c. the period between the time a photo is taken and published.
- d. a physical process making movies possible.
- e. none of the above.

1. What was the point of Dr. Kahn's anecdote about TIME Magazine's coverage of a religious festival in an Italian village?
 - a. Anti-Semitism had increased since 1945.
 - b. The newspaper was biased.
 - c. The editor of the magazine was biased.
 - d. All of the above.
2. Dr. Kahn's anecdote about the festival was a
 - a. political statement.
 - b. religious statement.
 - c. statement about the festival.
 - d. statement about the festival.
3. According to Dr. Kahn, the festival was a
 - a. religious festival.
 - b. political statement.
 - c. statement about the festival.
 - d. statement about the festival.
4. Which of the following is a
 - a. religious festival.
 - b. political statement.
 - c. statement about the festival.
 - d. statement about the festival.
5. Which of the following is a
 - a. religious festival.
 - b. political statement.
 - c. statement about the festival.
 - d. statement about the festival.
6. Which of the following is a
 - a. religious festival.
 - b. political statement.
 - c. statement about the festival.
 - d. statement about the festival.
7. Type "A" refers to one of the "blue-box cees" in our text,
 - a. "The cees" in the text.
 - b. "The cees" in the text.
 - c. "The cees" in the text.
 - d. "The cees" in the text.
8. Which of the following is a
 - a. religious festival.
 - b. political statement.
 - c. statement about the festival.
 - d. statement about the festival.
9. The text of our text is
 - a. "The cees" in the text.
 - b. "The cees" in the text.
 - c. "The cees" in the text.
 - d. "The cees" in the text.
10. According to our text, the "communication revolution"
 - a. includes the effects of the communication structure.
 - b. includes the effects of the communication structure.
 - c. includes the effects of the communication structure.
 - d. includes the effects of the communication structure.
11. Type "A" refers to one of the "blue-box cees" in our text,
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 - b. "The cees" in the text.
 - c. "The cees" in the text.
 - d. "The cees" in the text.
12. Professionals' assignments were often begun in assignment by
 - a. analyzing "primitive" data.
 - b. analyzing "primitive" data.
 - c. analyzing "primitive" data.
 - d. analyzing "primitive" data.

13. True or False? Compared to advertising, public relations often aims for long-term (compared to short-term) results and attitudes (compared to behavior) change.

14. Which of the following media would be best suited for reaching the advertising goals of increasing the number of people who

- a. Philadelphia Phillies. b. newspapers.
- c. National magazine. d. radio.

15. In spite of campaigns, people's attitudes often have cyclical characteristics. This means that all 15 years ago voters

- a. are in place, like are this time.
- b. vote as given, like are this time.
- c. probably remember today and vote against their earlier ones.
- d. a & b. e. b & c.

16. Even though many large companies have their own advertising and public relations departments, they hire agencies because

- a. the level of agency talent is usually better.
- b. agencies tend to be more specialized in advertising.
- c. agencies have better relationships and a broader base of contacts.
- d. a & b. e. All of the above.

17. In general, journalists are not the highest salary working for

- a. newspapers. b. magazines. c. radio.
- d. television. e. a & b.

18. True or False? Most public relations and advertising jobs are in agencies, rather than in companies, government agencies, and the like.

19. "Sales promotion" mainly targets

- a. an organization's own sales force. b. the buying public.
- c. retailers and wholesalers carrying manufacturer's products.
- d. a & b. e. a & c.

20. "P.O.P." refers to advertising

- a. for example, like the sign for a bar.
- b. at the location where a customer buys the product.
- c. highway billboards. d. a & b. e. a & c.

21. True or False? Public relations agencies, like advertising agencies, use media specialists mainly to buy time and space.

22. The point of Mr. Kahoe's illustration about the lawnmower company's advertising on radio stations with high suburban listenership is

- a. radio is the best medium for selling lawnmowers.
- b. that media buyers must match media choices to market research.
- c. that radio is a cost-effective medium.
- d. All of the above. e. None of the above.

23. "Internal public relations" is directed mainly at a company's

- a. customers in the city where the product is manufactured.
- b. own employees and stockholders. c. competitors.
- d. None of the above. e. All of the above.

24. When our text discusses "efficiency dream-building" as a goal in the motion picture industry, it is really talking about
- a type of picture called "Fantasy Film."
 - ☒ earning a profit while satisfying audience desires.
 - escapist subject matter.
 - All of the above.
25. Dr. Kohan's discussion about the "Dick Clark Show" illustrates
- that a popular personality's endorsement can sell products.
 - ☒ that research, not "common sense," best determines media buying.
 - the strength of the teenage buyer in the marketplace.
 - a & b.
26. ☒ True or False?: In general, no matter which medium or supporting institution you look at, the larger the organization, the more specialized individual jobs tend to be.
27. In its role as a regulatory agency, the Federal Communications Commission (FCC)
- gives space on the frequency spectrum to broadcast stations.
 - makes sure operating stations obey all FCC rules.
 - controls the power of station signals to prevent interference.
 - a & b.
 - ☒ All of the above.
28. When our text discusses the "dual identity of newspapers," it is referring to newspapers as
- both readers and receivers of messages.
 - ~~as national and local media.~~
 - ☒ as both businesses and information-providers in a free society.
 - doing "surveillance of environment" and "transmitters of heritage."
 - They are today and as they were in the past.
29. True or ☒ False?: It is fair to say that any major American mass medium is likely to be a highly profitable business.
30. TV reporters and advertising copywriters are alike because both
- are poorly paid compared to others working in media.
 - ☒ often advance in their careers by changing organizations.
 - often work for an organization and advance "up the career ladder."
 - a & b.
31. According to Dr. Kohan, the environment in a television newsroom is often functionally charged because
- TV journalists often have "large egos."
 - competition is intense to get on the air.
 - deadline pressure is severe and unending.
 - news anchors often have to "juggle" several stories at once.
 - ☒ All of the above.
32. True or False?: The term, "wire service," is no longer quite right, since AP and UPI now send some information by satellite transmission.
33. According to our text, books, compared to other media, are
- less timely.
 - best suited to exploring subjects in depth.
 - most profitable.
 - ☒ a & b.
34. True or False?: "Trade publishers" publish everything but texts.

[illegible]

NAME _____

GENERAL PURPOSE - NCS® - ANSWER SHEET

form no. PO99B

FOR PROCESSING BY NATIONAL COMPUTER SYSTEMS, INC.

EXAMPLE

- WRONG
1 ☐ ☒ ☐ ☐ ☐
- WRONG
2 ☐ ☒ ☐ ☐ ☐
- WRONG
3 ☐ ☐ ☒ ☐ ☐
- RIGHT
4 ☐ ☐ ☐ ☒ ☐

IMPORTANT DIRECTIONS FOR MARKING ANSWERS

Use #2 pencil only.
Make heavy black marks that fill the circle completely.
Erase clearly any answer you wish to change.
Make no stray marks on this answer sheet.

← REFER TO THESE EXAMPLES BEFORE STARTING PRACTICE EXERCISES →

PRACTICE

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California State University, Fullerton
Fullerton, California 92634-4080

Department of Communications
(714) 773-3517

This exam is like the others you have taken, except that there are 35 questions, each worth 3 points for a total of 105 points. Since you will be graded according to the usual grade ranges, this exam gives you the opportunity to earn 5 extra points to help your term grade. Good luck!

* * * * *

1. Today's "New Journalism" uses
 - a. scene setting.
 - b. interior monologue.
 - c. composite characters.
 - d. a & c.
 - ☒ e. all of the above.
2. "New Journalism," "Precision Journalism" and "Investigative Reporting" all
 - a. are practiced by all American papers.
 - ☒ b. are attempts to better portray "reality" for readers.
 - c. have failed to win acceptance in the press today.
 - d. are practiced more by newspapers than magazines.
 - e. depend on teams of reporters with special knowledge.
3. "Investigative Reporting" is
 - a. sometimes called "Adversarial Journalism."
 - b. is seen in print media, but not broadcasting.
 - ☒ c. a time-consuming, relatively expensive type of journalism.
 - d. a & c.
 - e. all of the above.
4. ☒ True or False?: "Advocacy Journalism" refers to reporting done with "a point of view" by a writer strongly identifying with a cause or position.
5. "Precision Journalism" often uses
 - a. surveys.
 - b. scientific data.
 - c. authoritative reports.
 - d. none of the above.
 - ☒ e. all of the above.
6. The "Marketing Approach" to journalism
 - a. places emphasis on appealing to audiences.
 - b. often produces "news you can use."
 - c. does not employ consumer research.
 - ☒ d. a & b.
 - e. b & c.
7. ☒ True or ☒ False?: In the worldwide networks of wire services, more news is sent from under-developed countries than is received by them.

8. The term, "wire service," is out-of-date because
- most of these auxiliaries provide little service today.
 - it does not account for sending news photographs.
 - AP and UPI mostly use satellites to send news today.
 - all of the above.
 - none of the above.
9. True or False?: Of the two wire services, AP is much less profitable than UPI.
10. Syndicates
- allow small papers to feature "big name" columnists.
 - are the source of "how to" columns and the comics.
 - charge small papers less than big papers for the same item.
 - a & b.
 - all of the above.
11. Before the creation of the Audit Bureau of Circulations
- periodicals generally provided reliable readership figures.
 - advertisers lacked a credible source of readership figures.
 - readership figures were frequently exaggerated.
 - all of the above. B & c
 - none of the above.
12. Some advertisers prefer newstand circulation to subscriptions
- because they believe newstand buyers make better prospects for the advertisers.
 - because they believe newstand buyers show a more "intense" interest in the magazines they purchase.
 - newstand buyers get magazines before subscribers.
 - a & b.
 - all of the above.
13. According to our text, broadcast ratings better measure the
- urban rather than the rural audiences.
 - number than the quality of audiences.
 - wealthier than the middle class listeners.
 - a & b.
 - b & c.
14. True or False?: The specialty of "Tin Pan Alley" is producing commercially successful music for specific markets.
15. Ratings of broadcasts based on electronic meters are superior to those based on diaries, because
- the results can be gathered faster.
 - meters are less likely to "lie" than people.
 - meters can better detect television "zapping."
 - a & b.
 - all of the above.
16. The Literary Digest Poll of 1936, our text noted,
- predicted that Alf Landon would become President of the U.S.
 - failed because it excluded too many low income voters.
 - failed because it used lists of auto and telephone owners.
 - all of the above.
 - none of the above.
17. True or False?: The jazz music of the 1920s and today's rock and roll are alike in that some critics condemned both on moral grounds.

18. News stories based on polls should
- identify the poll's sponsor.
 - provide exact wording of key questions asked.
 - state how, when and where data were gathered.
 - mention size of sample and possible sampling error.
 - ☒ all of the above.
19. "Ragtime"
- was the first popular music of this century.
 - at its best is complex and calls for skilled players.
 - was the specialty of Scott Joplin.
 - was derived from the black culture.
 - ☒ all of the above.
20. According to Dr. Kahan, music is a "language" that allows
- one generation to symbolize rebellion against an older generation.
 - difficult-to-express thoughts to be articulated.
 - sometimes the open expression of sexual matters.
 - a & b.
 - ☒ all of the above.
21. True or False?: The demand for Rock and Roll music stimulated the growth of the recording industry in the 1940s.
22. The many different types of popular music today have
- ☒ contributed to the rise of specialized music radio stations.
 - made the recording industry unprofitable.
 - caused confusion among listeners.
 - a & b.
 - a & c.
23. True or False?: According to both the text and Dr. Kahan, "DAT" is likely to replace the "CD" that replaced the "LP."
24. True or False?: If 20th century patterns persist, it would not be surprising to find the nation's popular music being derived from Spanish-speaking and Asian groups in our country.
25. The "two-step flow" is an example of
- ☒ how a research finding is profitable to advertisers.
 - how "influentials" relay information to others.
 - a dance popular in the 1920s.
 - a & b.
 - none of the above.
26. "New Journalism" and "The Magic Bullet" are examples of
- how meaning of widely used terms changes over time.
 - two different, but popular writing styles.
 - ☒ two important types of research done by professionals.
 - a & c.
 - b & c.
27. "Agenda-setting" theory argues that
- ☒ media affect us in general, not specific ways.
 - for instance, media endorsement of particular political candidates has little direct effect on voting behavior.
 - media do not have immediate, powerful influence on audiences.
 - a & c.
 - all of the above.

28. True or False?: Most professional journalists do not make much use of academic research.

29. According to our text, studies of televised violence show
- a. violence to be portrayed frequently.
 - b. violence to be portrayed unrealistically.
 - c. no convincing evidence for the "catharsis" theory.
 - d. a & b.
 - e. all of the above.

30. True or False?: USA Today is an example of the "Marketing Approach" to journalism.

31. Studies following a 1938 radio drama that described Martians landing in New Jersey, which caused some listeners to panic,

- along the way*
- a. found that listeners scoring high on "critical ability" were least likely to panic.
 - b. Found that listeners scoring high on "education" were *many the* least likely to panic
 - c. argued against the "Magic Bullet Theory" because different listeners had different reactions to the same media stimulus.
 - d. b & c.
 - e. all of the above.

32. True or False?: The "focus group" can trace its history back to World War II experiments designed to increase the consumption of liver and kidneys.

33. According to our text's "blue box #15," which describes the popular children's show, "Sesame Street," many of the show's major objectives have not been achieved. True or False?

34. According to our text, the Payne Fund Studies in the early 1930s, which examined the influence of movies upon youth,

- a. were flawed by poor methodology.
- b. gave mostly incorrect results.
- c. were the first attempts at large-scale studies of a mass medium using scientific methods.
- d. a & b.
- e. a & c.

35. True or False?: The "two-step flow" shows that "personal influence," as well as "media influence," is important in understanding the communication process.

#

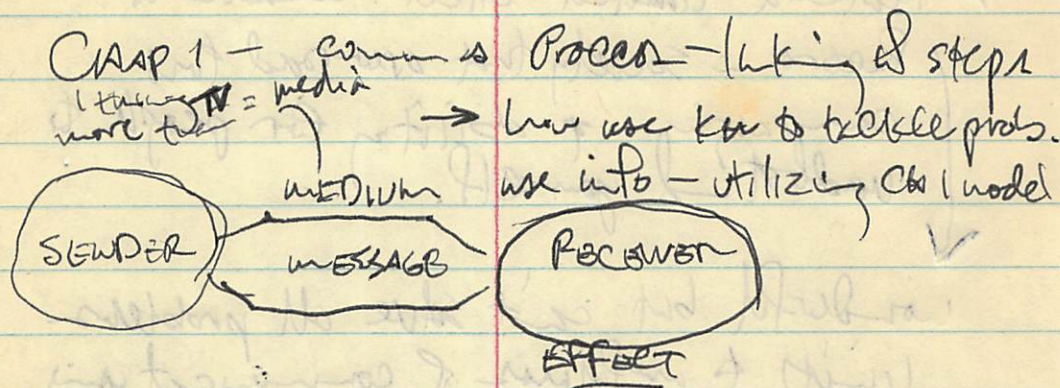
P.S. It's been a good semester for me. Thanks. I learned a few things. Hope you did, too.

Merry Christmas! Happy Chanukah! Happy New Year!

Bob Hahn

com 233 - Bob Kahan, prof, pld. frwr.

Strategy session, Leigh Hess. - How to Study
Fri - 9am L#34



Not. Inst I wanted Health eg. → reduce drug usage
w/ youth

- ① Youth no respect for traditional senders
of info - "Who do you trust
for info?" Almost no one.
* Authority figures = ignorant &
using fear to change behavior
- ② media - young people don't read newspaper, TV
news shows ...
problem solved

Group dynamics - engage people in
discussion → putting people on drugs vs. "shoulds"
people talking about own situation / people
opened for group interaction - trust.

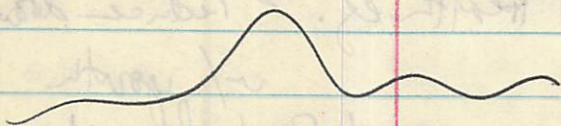
Effect - don't answer for the better of
inform/entertain/persuade

eg. specific object - kids stop killing
themselves w/ speed.

→ realized "limited" effect because of

Reasons - society that over-rode this
campaign - & ability for people to
understand yourself.

powerful but can't solve all problems
(limits to usefulness of communication).



9/6 (233)

model

communication is a process - model

Drawed as a graph -

credibility problems -

Sender → ~~message~~ → Receiver

DISCREDITED TRADITIONAL AUTHORITY/ISSA

↓ MEDIA (

↓ DEBTS/INTERACTION

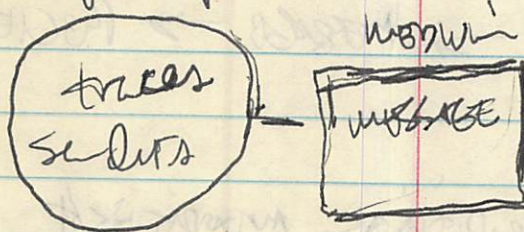
professionals & analyse communication bottlenecks.

large group of information
removal / instability → published
unrecognised transparency

Watch for summary statements
at beginning of lecture (recap
of previous lecture).

many trees - permanent
way represents reality
your perception of
the reality -

selective
perception



[we choose what we care to ~~listen~~
know & how do you control ~~what~~
your emotions
[Wholist terms - deal w/ whole person
Cognition = ~~thinking~~

= (sender of message = professor)

Control Unit

These = basis for all information = ~~trans~~

~~the~~ modern media = instructions ~~which~~
~~convey~~

What does it mean in Descartes
Society where ~~was~~ was media

Comm 233 - 9/13 -

model sees good use as well as

communicator -

Notion of Congruence → message - sender's head
+ receiver's

→ place → who you are - authority
to say what you say ----
→ (cognitive dissonance)
↓

w/o congruence = $\left\{ \begin{array}{l} \text{message or messenger} \\ \text{rejected.} \end{array} \right.$

professional doesn't blurt out - "hey I've

got a great idea" (depends on
↓ audience getting it (no goal)
gather all data (feedback), alter message
to fit or change medium.

Shotgun / injection theory of communication
(as very) is a false assumption.

Audience not static - always moving - always
changing → may react differently to same
message.

Adaptation studies (changing patterns) ↓

Don't assume audience ~~set~~ ~~set~~ ~~set~~
change low power behavior
try to get to me new seed

- 1 read general paper
- 2 form paper
- 3 talk to agent
- 4 " " Lythor

knowing character type
at ~~7~~
want the best
medium to use

Influence & setting - group behavior...
want just send out message but
what is this that person with?

Historical Issues of Communication

relevant history:

- (1) it isn't & doesn't matter
- (2) it is \rightarrow

utilitarian values / intrinsic values

Attack on Libya \rightarrow history & American interaction
w/ Libya. Bombing since
1804

History of Com

425 B.C. : Oral → Scribal

(symbol: PLATO: "KILL THE POETS!")

pre-plato - oral tradition - proving on things verbally. → doesn't work because memory is fallible - emotional state when learning. need ~~not~~ rational/re-evaluate/re-study state knowledge codified (library too heavy)

1456 SCRIBAL → PRINTED

(symbol: GUTTENBERG: MOVEABLE TYPE)

PRE-GUTTENBERG - POTTERS CARVED IN WOOD BLOCK
PLAYING CARDS / RELIGIOUS DOCUMENTS -

KLUTZ - DISSENTIONS W/ WRONG DATE ... MIND OF INDIVIDUAL LETTERS - JEWELLER - CALIFORNIA VOB


CASE (BOX FOR LETTER); USED OLD WINE PRESS!

→ RESULTED IN BIBLE IN VERNACULAR Δ RELIGION.

↓

RESULT IN HOW WE SEE THE WORLD → PRINTING Δ
LINEAR SEQUENTIAL (A LINE P SEQUENTIAL) -
LIFE IN THIS MANNER ... CONCEPTS OF LIFE IS

SEQUENTIAL → BEGINNING MIDDLE & END ...

ALTERNATIVE VIEW =  YIN YANG 6 MANDALA →
LIFE CIRCULAR

PERFORMANCE / REVAISSANCE ...

1950 Print \rightarrow ELECTRICITY \rightarrow TV

printed word begin to exert its power.

(1844 telegraph / 1920 radio predecessor)

\rightarrow some think were no longer linear sequential

eg. commercial \rightarrow soundtrack (1)

voice over (2)

split screen 1 & 2 (3/4)



multiple channels input not
linear sequential.

9/11/47 MAGAZINE CHAP 3 -

TV's current role acc filled by
magazines → photography
wide viewer ship → something
for every body in the family!
Hybridized the short-story

So devoted solely to fiction

✓ Life - pictures weekly going on -
Publicity agent ...

↓
TV usurp role → no magazines specialized

↓
satisfying for everyone - programming day (radio
schedule)

children's hour - early A.M. / late afternoon /
Saturday morning

→ A.M. News & News magazine

→ Soap Opera

Window on the world - via news, public affairs,

Radio - specialized trust.

magnets - how many you can have
for times & marked for

→ bring in old specialized magazines.
split constituency into highly specialized slot.
very few called general readership.

→ social interaction ← radio
communication

HISTORICAL DEVELOPMENT OF MEDIA -

CHANGE POINTS - SIGNIF. CH. IN DOMINANT MEDIA -
SERIAL (5th cen. BC - PLATO)

WROTE TAB / PAPER OR - GUTTERBERG

ELECTRONIC AGE ('50s - TV) ...

→ MIDDLE OF THE CH. POINT ←

COMPUTER + NEW MEDIA → ~~UNKNOWN~~ WHO KNOWS?

WHERE IN THE MIDDLE → CHARACTERIZED BY CH. - FUNK
NATURE STANDS STILL — HAVE TO DEAL W/ NEW MEDIA.



eg. Video game → which was once dominant
technology ...

computer w/ access ~~DISINFORM~~ -
probably use it wrongly at first (not prec.)

LOOKING BACK - MEDIA IN AMERICA -

(~~DATA~~ MEDIA)

- (1) MISUSE / DIFF. USE
- (2) Government restriction
- (3) Economic trends
- (4) LOT PRODUCT OF TRENDS BUT PEOPLE (NATURE)

FIRST NUMBER:

1690 BENJAMIN HARRIS - PUBLIC OCCURANCES -
- THE NEWSPAPER - (BOSTON)

RIGOT - SPECIFICALLY ANTI-CATHOLICS.

→ JAIL → LONDON, COFFEE HOUSE / ANTI-CATHOLIC LIT.
↓

FOLLOWED RELEASE - ABANDON TO DEKS → (BOSTON
COFFEE HOUSE / ANTI-CATHOLIC LIT.)

→ PUBLISHED "PUBLIC OCCURANCES"
DEDICATED TO PHOTO-EYE WITNESS ...

GOVT IF LOSS - NOT PLEASED. W/O PERMISSION -

ONE ISSUE - GOVT CONFISCATED EQUIPMENT BUT DID NOT
RESTRAINSHIP OF MEDIA TO GOVT -

(1) HOW SHOULD GOVT CONTROL

WRT IN THAT PAPER

(2) WHAT PUNISHMENT TO THOSE

1830 PENNY PRESS -

PAP - P.P. → THINK OF THE ELITE - MONEY / EDUCATION.

WHAT IS A PAPER SUBSTITUTION FOR?

TO MAKE A LINK, URBAN PRESS,
EASILY READ BY

the

Cover 233 - Exam Schedule KAHAN

SEPT 27 - "DRY RUN" - PRACTICE EXAM

OCT 4 EXAM #1 (CHAPS 1-4)

NOV 13 EXAM #2 (CHAPS 5-10)

DEC 15 EXAM #3 (CHAPS 11-17)

(8:00-8:50 A.M., Friday)

Office Hours: Mon Wed 10-11 A.M.

THURS 6-7 P.M.

HUMANITIES - 307 x 3054

HISTORICAL TERM -

SENSE OF BEGINNINGS OF MEDIA
PRINT (USA & BRIT)

BEN JACOBSON: PUBLIC OPINIONS -
ISSUES → ROLE OF GOVT IN REGULATING
MEDIA? WHAT CAN GOVT DO?

BE PRINT → eg. BLANKET
CONSENSUS vs. FCC RESTRICTIONS
LIST OF 4-LETTER WORDS.

→ NEW MEDIUM - WHAT IS IT?

WAS USE IT → eg. PHOTOGRAPHY? VIDEO

VS. CHANGING ACT → DEBATES BEFORE THOUGHT

(AS JOURNALISM) -

TV IN 'EARLY PHOTOGRAPHY STAGE' →
DON'T KNOW WHAT TO DO w/ IT

ADVENT OF TAB PENDING PRESS -

(MODERN NEWSPAPER 1830 -
URBANIZATION OF COUNTRY; RISE OF LITERATE
& MIDDLE CLASS BEYOND AGRICULTURAL WORKERS;

BEGINNING OF ADVERTISING:

VOLNEY PALMER

MID 19 CENTURY - SOCIETY BECOMING INDUSTRIALIZED

(INDUSTRIALIZED) - PEOPLE BUYING THINGS

NOT PRODUCED LOCALLY - e.g. STEELWORK

IN NEW ENGLAND → HAVE TO GET

PRODUCT OUT REGIONALLY & NATIONALLY -

A LOT OF FOLKING AROUND - LOTTER TO N/P

BUYER AT TARGET MARKET - PICKER PRICE

≠ AD COPY ... IT'S A LOSS

PALMER - BUYS LARGE QUANTITY OF

NEWSPAPER BLANK PAGES (3 PAGES EVERY ISSUE)

1850) AT A CUT RATE THEN GIVES TO

MANUFACTURER @ OFFERS 1/2 RATE FOR

SO MANY SPACES & PROVIDES COPY/ART/

INTERLINES → 15% OF BILLING.

ENABLE MANUFACTURERS WITHINERY AT
CUT RATES - OTHERS COPY, LOST $\frac{1}{2}$ OF COUNTRY
SPECIALISTS: COPYWRITER / ART DIRECTORS / WORK BUYERS

BRIGHT IDEA OF A SINGLE MAN - CLOUTON
MODERN AD AGENCY -

MANUFACTURERS SELLING OUTSIDE OWN AREA +
RISK OF "BRAND NAME" IDENTIFICATION
NECESSARY TO SEPARATE AND PROMOTE W/
COMPETITION

PUBLIC RELATIONS - LAST $\frac{1}{2}$ 19TH CENT.

LARGE CONGLOMERATES \rightarrow MONOPOLIES -
"LET THE PUBLIC BE DAMNED" - IT'S MY RAILROAD
ETC - BEGINNING OF UNIONS... WORK \rightarrow
80s - 90s - 1900 \rightarrow COMPETITION CREATED NEED
FOR PUBLIC GOODWILL \approx BIRTH OF PUBLIC
RELATIONS.

eg. 1880s \rightarrow 2 FORMS OF ELECTRICITY INTRO
TO THIS COUNTRY TESLA - AC
EDISON DC

NEW SOURCE OF POWER \rightarrow WHICH WILL IT BE AC OR DC?

AC LOW - EVEN THOUGH FIRST BETTER KNOWN -
VIA PUBLIC RELATIONS.

BEGINNING 1900s MARKETING

LOOKING FOR DIFF -

ATTACK WORK PRINCIPLES OF SOME OF THE

(MONOPOLIES, EG, OIL, INSURANCE, WHEAT ...
TURNED TO PR PEOPLE TO GET

IVY LEE - PR FOR STANDARD OIL &
ROCKEFELLERS

THOUGHT OF HIMSELF AS PR GUY

WWI - WONTO BIGGEST PROPAGANDA
CAMPAIGN AGAINST GERMANY -

"JUST CAUSE" TO A COUNTRY (USA) & THE

WORLD ... TRAINING SCHOOL IN MODERN
(PR)

MAGAZINES 19th century - ALL FAILED

LARGE AUDIENCE OF A SPECIALIZED INTEREST

NB: LOTS OF READERS → 19th CENTURY!

(SPECIALIZED AUDIENCES → WOMEN)

AS TO ...

WORDS SERVED - LITERARY AUDIENCE
END OF CENTURY \rightarrow POPULAR MGS
(COSMETIC) FIRST OVER 1,000
URBANIZATION & DISPERSED READING



Com-233

→ 9/26 → #47 my

~~Don't~~ ~~to~~ ~~search~~!!
~~data~~

804 RW → 9/27
EXAM #4 → 10/4

~~scribbles~~

words & words -

personality → ~~scribbles~~

round way i had on

~~search for~~ ~~scribbles~~
search for ~~scribbles~~ my
Streetball.

TV can with -

negative - ~~scribbles~~ car

→ ~~scribbles~~ →

parallel

my

my list

Carrot egg broken

Psychology today ~~in~~
created to capture ~~the~~
attention and ~~the~~

~~Low~~ Melis clay

Wholesale / ~~Camp~~

Secretary

(Pink ~~unbroken~~ whistling)
virtually ~~unbroken~~

Black ~~bird~~ egg =

Segmented film
- hostile - film chest
hostility better
TV & film
ma. res. egg

- joined ~~TV~~ -

control - to not disagree

do ~~disagree~~

what has been control affected
system ~~is~~ disrupted in conditions
other

Comm 233 - 9/27

- Semester 099 + #2 pencil
- THERE WILL BE 25 QUEST., 4 pts each
- GRADING

A	90-100	D	60-69
B	80-89	F	0-59
C	70-79		

Bluey Bluer
model of communication!

look for prominent text material

" " excursions / aside

identity for general understanding not picky detail.

comm 133 - EXAM WED 10/4

: → FORM 99 & #2 PENCIL
FORUM: ECONOMICS & MEDIA

INSUFFICIENT TO DEAL W/ MEDIUM
ONLY IN TERMS OF CONTENTS -

→ APPROVED MEDIA - COMMERCIAL
SUPPORTED, REFLECTS AD MGR'S
POINT OF VIEW.

→ BCN & MEDIUM - NEW
MEDIA STRUCTURE TO BEHOLD
MONEY - IS.

* MOVIES → 10+ YEARS & VERTICAL
STRUCTURE

INDIVIDUAL MEDIUM BRANCHING
OUT → ex. LA TIMES several
newspapers & 1/2 DOZENS
CABLE CHANNELS.

(EFFECTS CAMP) → LAW & CRITIC OF
MEDIUM.

UNIV. TEXAS ex → HOCKESS COUNTY VAIL -
PROFESSIONAL PLACES IN V.C. VAIL → CONCERN BRISB
& STUDENTS - ~~STAFF~~ FAIR MINDS - ALWAYS IN
THE ATMS, (ONE WAY -) ↓

REPORTS ABOUT - SHERIFF FROM CALIFORNIA
AGITATION - ABOUT PRISONER. "WHY?"
PRISONER. PRISONER RAPS SHERIFF'S DAUGHTER.
HOW DO YOU COVER THE STORY.
NO QUESTION OF REPORTS ~~ABOUT~~ QUIT.

⇒ LEGAL ISSUES GET TIED UP W/ MORALITY
& ETHICS → CONFLICTING
STANDARDS → INDIVIDUAL'S

RIGHT TO PRIVACY → FORCE VICTIM,
VS. JOURNALIST'S NEED TO COVER THE
NEWS -

⇒ NO GUIDELINES/STANDARD TO TELL
YOU WHAT TO DO → 2 PERFECTLY GOOD
STANDARDS BUT HANDS - RESULT
DEPENDS ON WHAT YOU ARE/WHAT YOUR
STANDARDS.

NY TIMES DISCOVERS BODY OF PILOT
CENTRAL AMERICAN STOPPING AREA.
VIETNAM BODY CARRIES
HOW DO YOU REPORT IT

THE PROCESS OF MASS COMMUNICATIONS

Defining Mass Communications & Mass Media

- MASS COMM AS A PROCESS
- WHICH MEDIA ARE MASS MEDIA

THE ELEMENTS OF HUMAN COMMUNICATIONS

symbols, encoding & decoding
sending & receiving messages
context & feedback

Face to Face & ~~mass~~ mass communications
compared

CONSEQUENCES OF LARGE, DIVERSE AUDIENCES
Social & CULTURAL INFLUENCES

PROFESSIONAL COMMUNICATORS: CAREER & PROFESSION
PATHS TO A CAREER

A JOURNALISM PERSPECTIVE

A SPEECH COMMUNICATION PERSPECTIVE

Def. of mass comm & mass media
Mass Comm as a Process

Def. of mass communication
- mass comm is a process
- which means the mass media

The concept of mass communication
- involves a number
- of related factors
- which are:

Two to four of mass communication
- (1) mass
- (2) communication
- (3) process
- (4) media

Definition of mass communication
- refers to a process
- of communication
- between a sender
- & a receiver

Cont 233

10/11

Memories # 307 KAHAN APC.

EXAM #1

(20) ~~APRIL~~ CLOCKS

(24) NICHE

A (90-100) 6

B (80-89) 48

C (70-79) 64

D (60-69) 65

F (0-59) 38

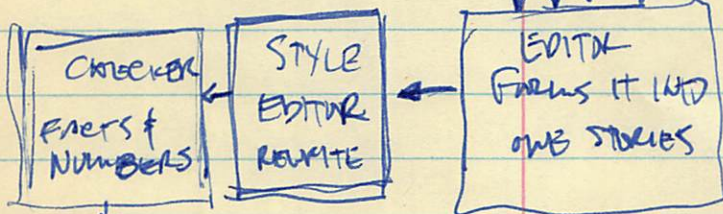
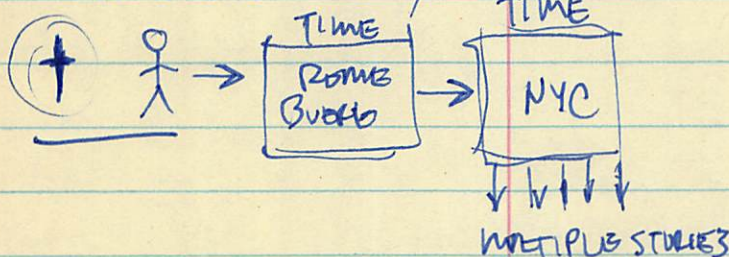
Monday - Chap 6

Print media (coverage) - newspapers/mags/~~books~~
Book

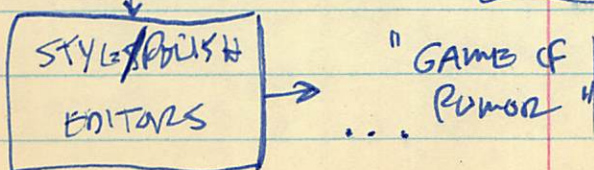
Flow of information ~~information~~ →

Editorial processes - gathering info.

ITALIAN FESTIVAL STORY



Flow of info



Algorithm left the Hospital
→ Buz Dept.

11/20 233

data 11/12 [sold news / adv services provide
news to mass media]

Exit polls - "will you vote & why?"

↑ compiled & used to make ~~own~~
predictions - eg. @ 90% correct
outcome given.

Piper → said we'd exit polls tell you
the news before it happens.

Media = everything.

text = expect truth = expect for approach

↓
media differ in versions of the
truth. [media = surveillance function]

controversy → eg. cold fusion - not
competent about whether truth
appears truth. get statements from
~~both sides~~ both sides - get
several aspects → left w/ question
about "what actually was."

(1) Press/journalism: use P survey data &
control exactly why

1st way \rightarrow left first or
survey & what actually ~~happened~~
~~happened~~ happened.

One way \rightarrow previous journaling
~~make the~~ predict - data is there...
argument of conclusions but not data
 \downarrow
~~data~~
ability journaling

Investigative reporting \rightarrow TV \rightarrow
20 second bites. - shorter than
one minute -
concrete = hard lines

Paragraph \rightarrow ~~text~~ \rightarrow ex - we end
at length w/
detail.

used the + research

Investigative reporting - model for
↓ model to ~~investigative~~ work.

need to picture of reality for viewer
↓ evidence →
~~constraint = money~~
constraint = money.
to ~~complete~~ TV

to complete of TV

The New Journalism → present the
facts ~~plus~~ the atmosphere →
~~what is it~~
tells what participants are thinking &
feeling → subjective

233 11/29

Dec 15th 8:50 AM

FINAL EXAM



11/22 - 1 PM

200

last letter grade
progress

3 exams \div 3 = grade
+

To FIND GRADES GET SELF-~~ADRES~~ ADDRESS
AND LEAVE IN COMM BOX...

Research - not in prof don't believe it

ignore -
very little bridging between
academics & business -
lots of jargon \rightarrow "context
disturbance"

gives you the facts - gives you
an edge to use/read research
if \rightarrow copy writing \rightarrow began w/
data market in research
save ideas.



Big w/ peculiar way \rightarrow
works.

eg: WWII meat shortage, sent ~~over~~
overseas to soldiers,

liver/kidneys in abundance
how to get people to eat it -
group research -

meat w/ home interest -

group #1 \rightarrow expert lecture on
meat.

group #2 \rightarrow facilitator, "let's talk
about it..." -

Birth of the focus group.

marketing ~~communication~~

advertisers / p.r. boy \rightarrow

Adverts in consumer opinion

eg. ~~editorial~~ ~~not~~ ~~Bar~~ ~~only~~

told ~~the~~ ~~man~~ used to think that
editorial page important to politicians
& scholars - but can't change you
but could ~~give~~ ~~you~~ ~~a~~ ~~reason~~ -
or make to think I have

agenda setting

the major ~~work~~ bill of

what gets in the news & what doesn't.

But does get you to ~~say~~ think about subject.

Brooming effect → "Speed kills."

have limited effect

2-step flow → info doesn't always go from media to person but ~~not~~ to influential person

Media → influential people.
reach large group by reaching small groups from it influential.

effect higher - ~~not~~ get to CEO.

12-4

comm 233

music - major form - important
to articulate what's
difficult to say -
history tells us -
const characterized by
change - doesn't stand
still - always pushed off
back by new media &
technology -

psychologist change -
comm = all part of system
(change in one medium =
change in others -)

→ personal history - listened
to classical music work
1950-54 - Allen Frank - Rock & Roll
Cleveland Ohio (midnight - 6 am)
couldn't call it Rhythm & Blues which
was it really was -

could it call it R&B → associated w/
black folk → beginning a national
phenomenon - line between black &
white music blurred -
was the / old story -
popular music → majority culture
picking up music & minority culture
(black music) - adapted & popularised

Scott Joplin / Louis Armstrong -
where barbers played - Dixieland
Blues → Rag (5 groups playing different pieces)
South → Kansas - Chicago NY

next phase? : Latin / Asian ...
wanted to buy but we couldn't
(full demand) → underrepresented
referred - beginning of \$3 bill and
industry → second only to
TV in revenue [bigger than
newspaper / radio] ...

industry crashed ... technology
evolved - LP from Columbia
22 minutes per side ... 33 1/3 RCA 45

1900s

Edison cylinder →

so some thought wax disc

better ... phonograph, turn of

the century, music in your own

home at your choice ...

quality / technology change

put out music beyond the

range of the human ear ...

↓
changed radio - needed to
respond to new media & TV

↓
at the same time radio
put out new rock music
radio didn't die when big TV
appeared → out with drama
theater ...

Hoover - FCC read music
stations of worse stations,
didn't think ^{music} appropriate ...

MTV - 1982 - put music, quick
cuts ...

another medium ... music
video, now selling well

major marketing - how it affects all media

Column 233-

12/6 - Final Exam & Text -

35 Questions x 3 Pts. = 105 A 90-

3 TEST POINT TOTAL ÷ 3 = CLASS GRADE B 80-89

+ PROGRESS ~~BASED~~ ^{BASED} 70-79

D 60-69

F 0-59

TEXT:

CK II - NATURE OF NEWS - FAILING IN DAILY JOURNALISM

CHG/PURIFY ... NEW STYLES OF JOURNALISM

CHG NEW JOURNALISM INVESTIGATIVE

PRECISION JOURNALISM

MARKETING APPROACH

CAP - MIX - HELP MEDIA GET AT NEWS

WIRE SERVICES - (HISTORY LIGHT)

UPI - UNDERSTAND HOW WIRE SERVICES

SYNDICATE

GET IT OUT

→ ORGANIZATION REORDERING/CIRCULATION #.

ACQUAINTANCE INFO

LIGHT ON CALCULATION BUT KN. DIFFICULTIES

BACK/SUBSCRIPTION SALES

MARKET RESEARCH

CH 13

MUSIC -

AS A LANGUAGE (communicate)

AS A medium (not only to

↓ TV in B) has media
influences. media)

WHERE IT COMES FROM - minority/
VOICE OF THE PEOPLE ...

CHAPTER 14 RESEARCH - DIFF. USES/TEXT.

LEARNING USED TO UNDERSTAND/APPLY RESEARCH IN
PROFESSIONAL CONTEXT - EG.

MODERN FOCUS GROUP (EAT LIVER)

TEXT: DESCRIBES RESEARCH - EARLY ASSUMPTION
ABOUT POWER OF MEDIA

BASIC/APPLIED RESEARCH

SCIENTIFIC METHOD - HOW

FACTORS IN JUDGING GOOD RESEARCH

MEASURING VARIABLES

CH 15

INFLUENCE OF MEDIA ON INDIVIDUAL
GROWTH KN - - - TOUCHED
ON A MILLION DIFF

2 STOPFLOWS

INFLUENCE OF TV ON CHILD/ADULTS
ACCORDA SITUATIONS

Ch 16 17 - VERY LIGHT

↑
FORGET

DECEMBER 15 #2 PENCIL

CHAP 11 - THE MEDIA & THE NEWS INDUSTRY
- WHAT IS NEWS?

GOSSIP, TRUTH & THE NEWS
AN EMPIRICAL VIEW
A DEFINITION

MANUFACTURING THE NEWS

THE MESSAGE & THE MESSAGES
THE AUDIENCE OF THE NEWS
INSIDE THE NEWSROOM

NEWS REPORTING & JOURNALISM: STYLES & STANDARDS

THE NEW JOURNALISM

CANNOT IN SUBSTANCE

PRECISION JOURNALISM

THE IMPLICIT APPROACH

IN THE NEWS

SURVEILLANCE & ITS IMPLICATIONS

CHAPTER 12 THE AUXILIARIES
THE ROLE OF THE AUXILIARIES

THE WIRE SERVICES
ORGANIZATION OF THE WIRE SERVICES
ORIGINS OF THE WIRE SERVICE
AP & UP: SIMILARITIES & DIFFERENCES
THE WIRE SERVICES IN PERSPECTIVE
THE SUPPLEMENTAL SERVICES

THE SYNDICATES
WHAT THE SERVICES PROVIDE
HOW THE SERVICES WORK

MEASURING SERVICES

MEASURING CIRCULATION
MEASURING THE BROADCAST AUDIENCE
PROBING CONSUMER BEHAVIOR
MEASURING PUBLIC OPINION

CHOP 13 - THE DEVELOPMENT OF POPULAR MUSIC & THE RECORDING INDUSTRY

THE BEGINNINGS OF POPULAR MUSIC

THE EMERGENCE OF RAGTIME

THE BAD, BAD BLUE

GOING TO COUNTRY

AMERICA ENTERS THE JAZZ AGE

THE ORIGINAL DIXIELAND BAND

THE ANTI-JAZZ MOVEMENT

THE PHONOGRAPH AND THE RECORD INDUSTRY

EDISON'S TALKING MACHINE

EVOLVING TECHNOLOGY

MUSIC & RECORDS AS BUSINESS

COMING TOGETHER! POPULAR MUSIC, RECORDS &

THE MEDIA

BROADCASTING THE BIG BANDS

CHANGE AT ^{AN} ~~THE~~ INCREASING PRICE

THE NEW TECHNOLOGY.

CHAPTER 14 RESEARCH on MASS COMMUNICATIONS: AN OVERVIEW

WHY IS RESEARCH IMPORTANT?

SOURCES OF THEORETICAL KNOWLEDGE

PERSONS FOR CONDUCTING RESEARCH

THE CENTURY-LONG DEBATE OVER THE EFFECTS
OF THE MEDIA

THE RESEARCH PERSPECTIVE

THE ASSUMPTIONS OF SCIENCE & GOALS OF
RESEARCH

BASIC VERSUS APPLIED RESEARCH
STEPS IN SCIENTIFIC RESEARCH

RESEARCH STRATEGIES

THE USE OF SAMPLES
MEASURING VARIABLES

RESEARCH DESIGNS

CULTURE IS MAJOR INFLUENCES ON INDIVIDUALS

EARLY RESEARCH: A BELIEF IN MAXIMUM
EFFECTS

THE MONROE CHILDREN: THE PAYNE FUND
STUDY

THE GREAT RACE: REACTION TO THE
INVASION FROM WARS

BEYOND THE NURE BURST:

PERSUADING THE AMERICAN ON A
EXPERIMENTS WITH FILM

THE MEDIA IN A PRESIDENTIAL CAMPAIGN

TELEVISION & CHILDREN

CHILDREN'S USES OF TV

THE IMPACT OF TELEVISED VIOLENCE:

THE REPORT OF THE SURGEON GENERAL
FURTHER RESEARCH

EFFECTS ON INDIVIDUALS: AN OVERVIEW

CHAPTER 16: EFFECTS OF THE MEDIA ON SOCIETY & CULTURE

Social ~~changes~~: THE SPREAD OF INNOVATIONS
THE PROCESS OF ADOPTION
THE DIFFUSION OF INFORMATION
THE MEDIA & NATIONAL DEVELOPMENT

SETTING AN AGENDA

THE MEDIA'S MEDIA & IDENTIFY: ~~GAUGING~~
THE MEDIA'S AGENDA
SOCIAL PROBLEMS & THE MEDIA
SOME TENTATIVE CONCLUSIONS

DEBATES ABOUT POPULAR CULTURE

POUR ~~ART~~ ~~ARTS~~ ARTS ARE & ~~ARTS~~
THE MEDIA'S INFLUENCE ON POPULAR
CULTURE
TASTE PUBLICS